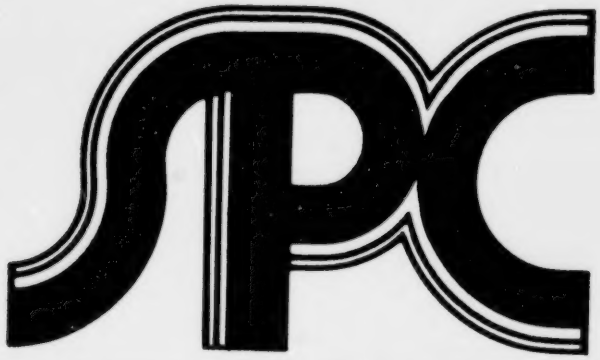

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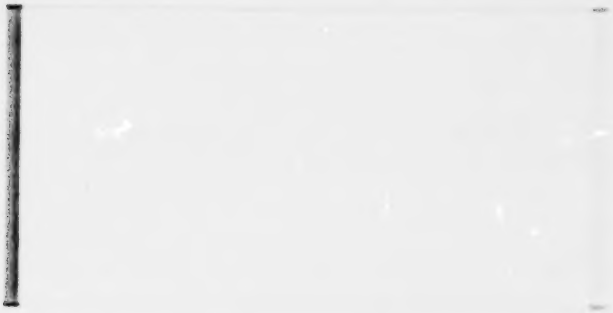
METROPOLITAN
TORONTO



A participant in the United Way

FOCUS ON FAMILIES:
DEVELOPING AN ACTION PLAN
IN METROPOLITAN TORONTO

A Report of an Action Conference Sponsored by the
Family Life Initiatives Project (F.L.I.P.)
held at the Park Plaza Hotel, Toronto
on
June 7, 1985

prepared by: Robert Doyle
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Family Life Initatives Project
Sponsored by a consortium of sixteen community organizations concerned with supports for families.

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FORWARD

The Family Life Initiatives Project is an autonomous project, organized and directed by a consortium of sixteen community organizations in Metropolitan Toronto. It is administered by the Social Planning Council of Metropolitan Toronto, on behalf of the sponsoring organizations.

The F.L.I.P. model is an innovative approach to improving conditions for families in our community. The three phases of the project -- focus groups, an action conference, and an advocacy program -- rely on the participation of people to accomplish needed changes in all our community institutions. The approach emphasizes that consensus must be reached on recommendations before appropriate and effective action can be taken to implement these recommendations.

The simplicity of the model should not blind us to the necessity for us to take vigorous and assertive action in the face of complex and intractable problems in our community -- problems such as unemployment, lack of affordable housing and discrimination which limit families from enjoying satisfying lives.

The recommendations cited here are not meant for contemplation but for **ACTION.**

Robert Couchman

Robert Doyle

PREFACE

The 'Action for Families' Conference was the second phase of a three phase project, THE FAMILY LIFE INITIATIVES PROJECT, initiated in 1984 by a consortium of sixteen community organizations in Metropolitan Toronto.

The project grew out of concerns raised during an agency-inter faith symposium on parenting and family life, sponsored by the Social Planning Council and the Family Service Association of Metropolitan Toronto in October 1982. Among the recommendations was one "to establish a network of people dedicated to family policy and services action which would be a sort of alliance for families, including labour, business, churches, social agencies, self-help groups etc." Following the symposium, the SPC's Family and Community Services Program Group prepared a statement on family policy which was accepted by the SPC board, 'The Family in Our Community: Background for Social Policy' (September, 1983). This statement was used to bring together a group of participants from the earlier symposium to 'brainstorm' initiatives that should be taken for supporting family life in Metro. These discussions confirmed the statement's contention that families have changed substantially over the last decade, but present legislation, problems and support systems still reinforce, for the most part, the times when the traditional family was the only acceptable model.

THE NEEDS OF FAMILIES IN METROPOLITAN TORONTO

The needs of, and problems experienced by, families in Metropolitan Toronto are only too well known. The list is a lengthy one. Many families are experiencing unemployment and underemployment, low income, inadequate or

costly housing and other pressures. We are not immune from the severe strains facing people in an increasingly complex society.

Some of the social facts[1] regarding families give us some indication of these strains. For example, Metro shows:

- a growing proportion of elderly people
- an increase in new household formation primarily in one person households
- an increase of divorced persons, and a decline in the number of married persons. However, over half of the Metro population are married persons
- an increase in the number of lone parent families which increased by fourteen times the rate of husband-wife families. Most lone parent families are led by women and are typically low income
- one in three persons reports a mother tongue other than English. Of these, two-thirds live in suburban areas. Our community is increasingly multicultural.

These social facts are only meaningful when understood in conjunction with the important social issues that dominate our time: unemployment, poverty, and social injustice. For example, lack of affordable housing hits hardest at deinstitutionalized persons. The loss of inexpensive hotels, rooming houses and boarding homes as temporary or long term forms of accommodation

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1. Social Planning Council of Metropolitan Toronto, The Family in Our Community: Background for Social Policy, September, 1983, p. 17

for many low-income people affect both individuals and families. Homeless persons, especially youth, are on the increase. Lack of housing/hostels may make family problems worse. Violence, abuse, crime and drug problems may be expected to increase if people have 'no other place to go'. Given the stress, along with other problems, the poor are expected to do much more with far less resources than others.

DESCRIPTION OF THE PROJECT

F.L.I.P. is a three-year project initiated in June 1984 and designed to involve representatives of major constituencies or sectors in the community in the definition and implementation of changes to legislation, policy and programs to improve conditions for families in Metro Toronto. The project was designed in 3 phases:

1. **FOCUS GROUP WORKSHOPS** - which have brought together people who reflect the interests of a particular sector in order to identify issues, define barriers and opportunities for change in their sector, and make general recommendations for needed changes to improve conditions for families (November, 1984).

2. **A FOCUS ON FAMILIES CONFERENCE** - which used the information gained from focus groups as a stimulus for deciding what action should be taken for improving conditions for families (June, 1985).

3. **AN ADVOCACY PROGRAM** - which will seek to implement the actions defined by the conference (to June, 1987).

INTRODUCTION

Conference Objectives

The Conference was organized to develop an AGENDA FOR ACTION to support families in Metropolitan Toronto. The objectives were:

1. to identify barriers and opportunities within each sector to improve conditions for families.
2. to define concrete recommendations for change in each sector, including general strategies to employ in any change efforts to improve conditions for families.

Conference Process

The ACTION Conference was organized with the explicit goal of generating a series of recommendations by informed participants directed to six major sectors of the community.

Participants were provided with a conference kit which included a report on phase I of the project (Focus Groups Report), as well as a paper on 'Strategies for Community Action' prepared by the Conference Coordinator. Participants were assigned to groups, each dealing with one sector identified as a major target for action: business; labour; government; religious; human services; media.

The morning working sessions focused on identifying barriers to and opportunities for improving conditions for families in Metropolitan Toronto. Following the luncheon a plenary session was held, emphasizing some concrete steps and examples of actions being taken in Metropolitan

Toronto to improve conditions for families.

Participants were asked to remain in their groups for the afternoon sessions, and were expected to use the data from the morning sessions to generate specific recommendations which could be acted upon after the Conference.

Following the afternoon sessions, the convenors and facilitators met to convey the main recommendations to Margaret Weiers, a member of the editorial board, Toronto Star who chaired the final plenary session. She provided her own perspective on the Conference, citing some of the key recommendations. It was acknowledged that a difficult path lies ahead - to employ appropriate and effective strategies for implementing the action agenda of the Conference.

CONFERENCE PARTICIPANTS

VIRGINIA ADAMSON
KRISHNA BAKSHI
SHERRI BARTON-SCHMIT
BEV BERMAN
PEGGY BIRNBERG
CAPTAIN GW BOBBITT
G.G.BURDETT
MAVIS E BURKE
MS M BACON
A.S. BALDRY
WENDY BLOCH
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MAUREEN MCGILLIVRAY
MRS. L MILLER
PAT MILLER
TED MOSES
DJ MURPHY
LAURIE MCQUEEN
CATHERINE NELSON
ROBYNNE NEUGEBAUER
NANCY NICHOLLS
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BARBARA PARSONS
ED PENNINGTON
SALLY PERKINS
JUDY V PERSAD
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EWA PRZETAKIEWICZ
REV. A PURICELLI
JOHN PEPIN
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DALE ROGERS
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ISABEL RUSSEL
VASCO DOS SANTOS
DR. S SCORSONE
SUMITRA SHARMA-HENDERSON
CHRISTOPHER SHARP
ALLAN SHEPS

MALCOLM SHOOKNER
IAN SHUGART
PATRICA SLADE
MRS. H SLATTERY
REV. E SMITH
JUDY DE SOUSA
KATE STARK
JENNY STIMAC
CAROL STUBBS
CATHERINE STRONG
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RABBI JAMES PROSNIT
DON STOCKDALE

TECHNICAL ASSISTANCE

BRUCE SCHWARTZENTRUBER

Opening Remarks

Nancy Miskin, Conference Chairperson, welcomed participants and invited them to ponder the variety of family types (for example, two parent families, one parent families, childless couples, single persons with children, young teen age parent families). This diversity represents a difference from the past, and indicates the enormous task facing our community to provide better supports for families. With stresses such as high unemployment, scarcity of adequate day care, poverty, and lack of affordable housing, all sectors of the community need to play an active role in supporting families. She noted the need to look at high risk families in our community - those who live in poverty, work at minimum wages or are unemployed, are recent immigrants with english as a second language, are involved in shift work. In order to support such families we need to ask if there are services available and accessible to such parents (for example, child care for shift workers, parent relief) and if not, why not?

She cited the Ontario Child Health Study, carried out by the Epidemiological Unit at McMaster University which conducted useful research on protective factors for children. Even in situations of high risk for children, where there are good adult-child relationships (e.g., teacher or 1 parent), there is a 'buffering effect' so that children are less likely to develop conduct disorders. In a caring community, it is necessary to address support needs of families to prevent human disasters such as suicide which is the second cause of death in teenagers. As a famous philosopher said, 'just to survive is superhuman', it is necessary to make life for families not just a survival. She called for participants to recommend changes that we could work together to implement.

Robert Couchman, F.L.I.P. co-chairperson, noted that this was a most unusual conference. It is sponsored by an association of community service organizations concerned with families, and seeks to recommend changes which can be made in major sectors of the community (e.g., business, government, labour, media, human service organizations, religious communities) for families. He observed that all of us despite our particular interests are members of one or more families, and this remains a central part of our lives. He traced earlier conferences and workshops over the past five years, sponsored either by government (e.g., Social Development Secretariat) or by agencies (e.g., Vanier Institute of the Family) which dwelt upon thinking about families rather than doing. Over time we have come to understand what are the needs of families. This Conference is not meant to consider the needs and problems of families, but focus on what action we can collectively take to support families. The Conference is the second stage in a three-stage project, following upon a series of 'focus group' meetings which looked at the trends, barriers and opportunities within major sectors of the community which must be considered if supports to families are to be developed. The report on the 'focus group± stage identified some key issues for participants to explore at the Conference. Stage two, the conference, is to set out recommendations for each sector, asking: what can be done within the sector to support families and what can members of each sector do collectively with other sectors to support families? Unlike most conferences, there is to be a follow-up stage, which will develop an advocacy program to implement the recommendations made by Conference participants.

Robert Doyle, Co-chairperson of F.L.I.P., reported that the project organizers in early discussions recognized that people in the human

services did not have the power and influence to make all the changes necessary for improving conditions for families in Metro. However, together with advocates in other sectors of the community, there is the energy, influence and resources to make a real difference. We need to be allies in this common cause.

He stated that government must assume its rightful responsibility, expressing our collective will, to assist families to meet their basic needs and participate effectively in community life. Government officials, both politicians and civil servants, must be allies with us in providing the required network of policies, programs and legislation to support families. However, other sectors must also contribute to these efforts by making changes in their own insititutions and advocating with others in the community.

Dr. Doyle provided some reflection on the role of the media in connection with the conference. He noted that the media has a responsibility to examine itself, as well as the role of others, vis-a-vis 'belief systems' which continue to determine and shape what can be done - and cannot - for families in Metro Toronto. Media representatives should not simply see themselves as a passive, objective recorder of events affecting families, but rather an active participant with other interests in the community to improve conditions for families. The media can combat stereotyping, as well as promote positive images of families and family life.

He emphasized that participants are meeting to agree on what needs changing in Metro Toronto, within institutions, in legislation, policy and programs, for family life. The kind of analysis we are asking ourselves to do is not

easy, not trendy, and is not easily manipulated. It is a process which gives opportunity for widespread participation in both the definition and implementation of 'action for families'. He quoted Pascal: "People are generally persuaded by those things which they themselves have discovered than by those things which have come into the mind of others".

Keynote Speaker. Dr. Joseph Ryant, President of the Canadian Council on Children and Youth

Dr. Ryant, noted that the problems families face are not new; rather it is an old situation of an intractable nature - there is a constancy of certain problems facing families. He was impressed with the breadth of vision of the FLIP process, and the need for a comprehensive approach in supporting families. He expressed the need to develop visions of families which consider their exchanges with the larger society, as families are bound up in a series of exchanges or transactions with the work place, school, neighbourhood etc. As a kind of trading organization, the family offers something of itself up to different parts of the society, and gets something back in return. Sometimes these exchanges are positive, cancelled out, or may even be negative. The problems for families occur when there is no complementarity in the relationship; for example, between families and the economy. He cautioned participants to consider the 'commoditization of children', as children are being seen as a new and unexplored market for private enterprise.

He stated that we need to talk about 'the family' in more than a simplistic way - that it involves parents and children, for example, where the children are adults in their mid life as they relate to their aged and

dependent parents. There is no longer a 'normal' family, as families are no longer nuclear or extended, but also blended, reconstituted and take other complex forms. Institutions have not caught up with the new reality of families, as witnessed by the legal systems' inability to consider joint custody as more a routine arrangement in the best interests of families.

Respecting family policy, Dr. Ryant suggested that such policy tends to be invisible. For example, he suggested that government policy has tended not to support the integration of families but rather to promote looser ties among family members so that some family members could participate more freely in the economy with little impediment. In a society committed to economic growth and individual achievement, supports and services from the Welfare State must be available to allow such participation in the economy. It redefines family attachment, allowing some members of families to work, so that other members who would otherwise be dependent on the state are supported within the family.

Dr. Ryant noted that it is a paradox that the Welfare State was not fully unfolded before it began to be retrenched. As such, there is an ambivalent message from policy makers, as economic growth dependent upon individual achievement also requires supportive social services. Such individual achievement has consequences which then alters the conservative vision of the family, removing parents from full-time parenting without providing necessary supportive programs and services such as child care.

What we have is a patchwork of policy, which doesn't add up to an explicitly integrated picture. There are many contradictions in the way governments have responded to the recent recession. Food banks have arisen

which had not been in place for the past 50 years, and we have even have an unembarrassed social democratic government in Manitoba appealing to the public for clothing to a clothing depot for families of social assistance recipients. Such developments have come about with little public protest or backlash. It is now necessary to work hard to preserve social welfare provisions, not just to win new concessions.

Dr. Ryant noted that the conference should raise a number of questions. How do we in the human services represent families, what is our vision of families, does it account for the multi-generational and increasingly complex nature or families? How do we reconcile issues of dependence, independence and interdependence, especially as they relate to matters of family and economy? How do we reconcile the imperatives of demography, (e.g., a small 'baby-boom echo') with a too small labour force to provide benefits for an aging population? And to consider all these factors within an integrated picture of family life.

He stressed that any choices to be made in family support must not fragment our picture of the family. We should not be placed in a position of choosing, for example, young over the old, parents or dependent children, children or dependent parents. If tradeoffs are necessary, then it is important that advocates for families look to compromises not within families, but between families and other sectors of society.

Dr. Ryant noted that the Conference is based on a pluralistic model, using persuasion (e.g., lobbying, pathways to use influence) to achieve social change. He cautioned advocates not be satisfied with just getting on the agenda of decision makers, in effect 'sitting at the table', without being

taken account of in decisions. He felt that we must then readvocate,in order to re-do any cooptation. We must do more than observing the form of lobbying (e.g., making position statements), and exercise power in a significant sense.

Luncheon Speaker, Ian Shugart, Special Advisor to the Minister of National Health and Welfare

While it is probably impossible to separate our personal and community philosophy about family - what we mean by it, what form we would like it to take - it will not be helpful to be diverted from the needs of the growing number of non-traditional families, because we refuse to accept a new reality.

Much of the recent focus on the family is symptomatic of a deep yearning in individuals and throughout our society: yearning for hope, yearning for stability, yearing for companionship. While we are told that we are making progress as a race, we experience on a daily basis the evidence that not much has changed; indeed, if anything, things are worse. Violence is on the increase, poverty remains real, things are generally more complex, and unspoken fears tug at the edge of our consciousness.

It is because we all have this philosophy of the family - that it is necessary, that it is good, that it is instinctive - that we are committed to strengthening and supporting the family. The need for polices and support throughout society is as great for one type of family as it is for another.

There are three categories of problems, under which could be placed a

sizeable list of specific pressures. They are: economic problems, violence problems, and general societal phenomena which have an adverse effect on families. Increasingly influencing our capacity to deal with these problems is a shortage of the resources to apply directly to solutions.

Two phenomena that can be identified as being highly significant are the increasing incidence of divorce, and increasing intergenerational segregation.

On an intuitive basis, we should be concerned about the increasing isolation of our elderly, whose share of the population is growing. As pressures on acute and long-term care institutions mount, and containing the costs of health care becomes more urgent, the linkage between generations becomes more vital. Not only do we miss the opportunity for transferring valuable experience and wisdom between generations, we lessen the non-institutional resources available to care for the aged. That being said, families must be given the means to take on the responsibility of care and support, not only for the aged, but the disabled and the isolated in their family unit.

Mr. Shugart stated that these issues for families cut across governmental lines. "Families" is not the preserve of our social services departments alone; indeed, government must work towards the point at which family interests are safeguarded by all policies of all departments.

A similar principle applies to "family" in the context of society. The conference program indicates clearly that not only government, but

business, the media, churches, labour groups, social and voluntary agencies all have a contribution to make and a responsibility to discharge. So do our schools, our police and our entertainment industries. Government cannot do it all, nor should we believe that optimum results would flow from such an attempt. This is not an excuse, but a caution; government has not got all the answers, nor is it the role of government to be expert or wise on all those aspects of human and family life that go into promoting the well-being of families. Families, particularly children, need their advocates everywhere.

In whatever situation we find ourselves, we are all part of a family. It, more than any other institution, shapes values and teaches commitment. In an uneasy world, the security and support of the family is something none of us, regardless of age or circumstance, can do without.

PLENARY SESSION:

Community Action For Families

An afternoon plenary session, moderated by **Charlotte Maher**, included adresses by two community practioners involved with families in Metro Toronto.

The **Reverend John Burke**, Executive Director of Downtown ChurchWorkers Association, reminded the participants that focusing on families is not often at the top of agendas, even for social agencies and community groups. He felt that it is necessary to emphasize ways in which such bodies can see family issues as 'their' issues. He cited some work at the Social Planning

Council for a 'New Housing Agenda' in which a variety of social agencies were consulted which led to conducting a survey of their clientele vis-a-vis housing needs. It was necesary for these bodies to see that housing was an issue for their clients and their own work to help clients. In his agency's work around juvenile prostitution and illiteracy, it is recognized that agencies' resources can go further when they are join in coalitions with others. It is felt that coalitions can have more effect on government's action than individual organizations, and that methods and opportunities should be sought and used to involve organizations not normally involved in work for families.

He stressed the need for human service interests to engage in an examination of resources and action within each sector, but also for each sector to consider how it should impact upon other sectors for families - that is, focus on changes internal and external to each sector.

Bill Bayes, President of Learning Enrichment Foundation, City of York, provided some insights into how community institutions can use resources for community economic development. York is a city of approximately 130,000 residents with the highest rates in Metro of unemployment and illiteracy, while having the lowest family income and highest tax rates. It is also an area of entry for members of diverse racial and ethnic groups, while having a political system which, by and large, disproportionately involves older residents. In 1972, the Learning Enrichment Foundation was established with assistance from the York Board of Education, and is a response to government cutbacks and the need for alternative organizations to assist people. L.E.F. uses a community development approach to involve major institutions in the community to act

together for economic development. It now employes 334 full or part-time employees, has a $2 million budget, and creatively uses government grants and other resources to carry out programs in multiculturalism, arts, child care, employment training and job creation. Its list of projects is impressive: day care and nursery programs, ESL, nursery building renovation program, day care and home helpers training programs, food service program, job opportunities centre for youth, arts programs, entreprenurial training centre. Other avenues are being explored: for example, possibility of infant day care, a courier service, an assembly plant for the Vespa Motor Car Co.

While the project list is impressive, the methods by which LEF operates provides a useful strategy for community initiative. LEF has developed its inventory of projects in direct response to perceived needs of York citizens and the opportunities provided by government and other sectors as they arise. It developed its food service program after it carried out renovations in a local church which, in exchange, provided its kitchen facilities for training purposes. It encouraged sectors of the community to get actively involved in economic development. The York Board of Education, the City of York, Labour Council of Metropolitan Toronto and the York Association of Industry, along with LEF, signed a memorandum and provided joint funding to work together, plan and attract industry to York. LEF has found that it has been able to involve some of the major industries in York once it began 'to do business', to rent space and begin negotiations with them for training and employment. It has developed as an organization in a quiet way, with a low profile, and not been seen as a threat to exising institutions. It has demonstrated that things need to be done, and that they can be done in innovative ways through partnership

arrangements. Once original ideas are seen to have some capability of being carried out, governments and other sectors have responded with commitments and resources.

RESUME OF THE CONFERENCE

Margaret Weiers, Member of the Editorial Board, Toronto Star provided the resume of the conference. She noted Mel Finlay's coment that families are 'what they say they are' and that 'they define themselves,' so we should get on with developing support to families.

In the **business** sector working session, participants called for greater sensitivity of business to families, and specifically to counter discrimination in the workplace. Mrs. Weiers added that bussiness does not look beyond the individual in the workplace, and that pay schedules do not take family needs into account. Even minimum wages only keep people at the poverty level. While specific remedies were not catalogued, participants recommended that the Young Presidents Group be used as an advocacy group for family support, and that awards be given to businesses for socially responsible behaviour.

In **Human Services**, participants called for more flexible hours of operation, as domestic crises don't occur usually between 9 and 5 o'clock. They called for increased attention to providing access for ethnic and racial group members to boards and committees, and for greater coordination of funding to community groups.

The **Government** Sector participants recommended that the FLIP committee develop a mechanism to coordinate advocacy efforts for community groups; that governments develop family impact statements on how their polices affect families; that advocacy efforts extend to making representations to legislative committees and task forces.

The **Media** Sector participants were concerned about the negative images resulting from media representation of families. They proposed a working group which would meet with the Media for Social Responsibility committee, and advocate for more accurate and responsible presentations of family life.

The **Religious** Sector participants called for increased cooperation among various faiths on a geographic community basis; for churches to involve laity in self-help groups on family issues; for churches to do a critical analysis of what they are currently doing and what their resources are for community development; and that they should observe the multicultural nature of their communities in their own church sponsored programs.

The **Labour** Sector participants were concerned about immigrants in the workplace and stressed the need for stricter enforcement of anti-discrimination legislation and greater provision for ESL training. They called for efforts to humanize the workplace, more flexible work arrangements, job sharing, parental leave (Mrs. Weiers added, more enlightened labour legislation). It noted the need for unions to provide social services - for example, day care, family oriented education programs, unemployment help centres.

In closing, Mrs. Weiers emphasized that many of these 'ideas' need to be turned into more specific proposals for action.

POSTSCRIPT

The recommendations produced by the Conference (see appendix A) represent an **AGENDA FOR ACTION** to support families in the community of Metropolitan Toronto.

The recommendations need to get on the agenda in all sectors of the community, as well as the sponsoring organizations of F.L.I.P. and conference attendees.

In the years ahead, these recommendations should be considered and implemented whenever feasible. Getting them on the agenda, and getting appropriate action to implement them, will require dedicated, vigorous and concerted action by all those concerned with improving conditions for families in our community.

APPENDIX A

RECOMMENDATIONS

HUMAN SERVICES

PROMOTE ACCESS:

a) to human service agencies for people in need

- increase multi-lingual and multicultural staff

b) for members of diverse cultural and racial groups to human service organizations

- advocate more flexible hours of services (open 24 hour basis)
- promote concept and establishment of community boards
- provide courses on multiculturalism in training institutions
- attempt to change immigration laws regarding responsibilities of parents and eligibility requirements for immigrants to obtain income and services

PROMOTE A COMMUNITY DEVELOPMENT APPROACH WITHIN HUMAN SERVICE ORGANIZATIONS

- emphasize approaches to empower 'clients' and 'citizens'
- efforts to transfer skills to clients
- train indigenous people to provide leadership and skills within the human services

COORDINATE funding for community service organiations

- advocate for improved coordination of funding from funding sources
- move toward funding of services according to explicit evaluation criteria
- fund neighbourhood support services

EXPAND THE NON-GOVERNMENTAL (VOLUNTARY) CAPACITY OF HUMAN SERVICE ORGANIZATIONS	. Train volunteers . promote ways for improved citizen participation in influencing policy, funding, and program decisions
ENSURE that community service organizations protect and extend the rights of all members of families	. educate organizations to consider Charter of Rights and its guarantees . encourage organizations to cooperate in action on Charter-based human services issues
INVOLVE COMMUNITY RESIDENTS IN PLANNING AND OPERATION OF HUMAN SERVICE ORGANIZATIONS	. involve seniors in services . assist in developing mutual aid and neighbourhood support groups . use resources and expertise of community residents
ADVOCATE FOR FAMILY IMPACT STATEMENTS WHICH SERVE TO EVALUATE POLICY AND PROGRAM EFFORTS' IMPACT ON FAMILIES	. monitor how policies of various sectors, including government, affect various types of families . publish reports based on monitoring activity . encourage governments to develop family impact statements and conduct evaluations

BUSINESS SECTOR

INFORM AND EDUCATE business community concerning: a) employee needs b) needs for social services c) social services available in community d) assistance available to business for establishing social services e.g., day care in the workplace	. hold workshops . use media . hold brown bag lunch meetings . publish articles in business journals and distribute to human resource managers

INVOLVE business leaders in community efforts to promote healthy family life and assist workers to balance work and family life	. involve Young Presidents Group . establish task forces
REWARD businesses which have made efforts to support families and strengthen family life, e.g., businesses which have initiated programs of employee assistance	. recognize family-conscious business by providing awards

GOVERNMENT

EDUCATE government officials regarding citizens need for access to, and input to, the political process	. lobby individual politicians at the constituency level . use mass media . publish reports and make presentations to government committees
DEVELOP an 'Advocacy Kit' - a road map of structures and procedures within government that would be useful for advocacy and lobbying on family issues	. FLIP committee should develop and publish a booklet on advocacy
ADVOCATE for changes in allocation of government funds which would focus emphasis on human services and multi-culturalism	. consultation and collaboration with senior administration of government departments . FLIP committee should develop recommendations to get on rent provincial government agenda-re what reforms/changes/ alterations would be desirable to support families

MEDIA

DRAFT guidelines regarding how 'families' should be presented in the media	. form a council or a working group of people composed equally of media and human services representatives
DEVELOP communications with media representatives, in order to facilitate opportunities for the media to understand the experiences, needs, problems of families in our communities	. make personal contacts with media representatives . bring media into contact with families and agencies/organizations directly serving families
Make efforts to ENCOURAGE media content and programming conducive to healthy familial living	. promote activities recognizing media which promote healthy familial living
PROMOTE easier access to the media on the part of the human services dealing with families	. promote opportunities for human services workers to learn about the media and how they might communicate better on family issues . develop guidelines to help organizations to choose the appropriate media for public education efforts . invite the media to establish a consultation group for human services agencies . develop a media guide for human services agencies . hold a workshop to help human service agencies relate to the media
EDUCATE the media about social services and families' needs	. promote education on family issues for the media in journalism schools

RELIGION

INVOLVE the laity as a stronger and more active part of the ministry - as a positive and available resource in churches	. mobilize congregations for social responsibility, e.g., as foster parents . establish groups that can assist disadvantaged people, e.g., organize business people as members of religious congregations to assist groups of the unemployed
PROMOTE the coalition model in religious communities, in local geographic areas	. encourage religious leaders and groups to mobilize on the basis of social issues rather than by denominations or sects
ENCOURAGE religious groups to provide social services and do social action in a community	

LABOUR

INVOLVE labour in association with citizens' coalitions, to work out for employment strategies to benefit working people	. hold workshops for union leaders and workers
ENCOURAGE unions to provide social services to their members	
PERSUADE employers to humanize the workplace by providing services, e.g., counselling, and english as a second language classes	
PROMOTE day care in the work place	. labour representatives should join day care coalitions and join community groups . get collective agreements that include provision of day care for workers
TAKE STEPS TO COUNTER discrimination of immigrants in the workplace.	

APPENDIX B

CONFERENCE PROGRAM

8:00 a.m. **REGISTRATION**

9:00 a.m. **INTRODUCTION**

- Nancy Miskin, Dellcrest Children's Centre, Conference Chairperson
- Robert Couchman, Executive Director, Family Services Association/Co-Chair, FLIP
- Robert Doyle, Senior Program Director, Social Planning Council/Co-Chair, FLIP

9:30 a.m. **KEYNOTE ADDRESS**

- "A Call to Action"
  Dr. Joseph Ryant, President
  Canadian Council on Children and Youth

10:30 a.m. **SIX WORKING SESSIONS**

"to identify and examine the barriers and opportunities for families"

[A] **IN BUSINESS**

- Ben Harrison, Regional Vice President Wausau Insurance Companies.
- Walter Ross, Partner, Clarkson Gordon.
- Julie White, National Manager, Public Affairs, Great Northern Apparel (Division of Levi Strauss).

[B] **IN GOVERNMENT**

- Alderman Joanne Campbell, Chairperson, Community Services and Housing Committee of Metropolitan Toronto.
- James MacCormack, Chairperson of VISON, Community Initiatives for Regional Development, Sydney, Nova Scotia (Vanier Institute).
- Doris Guyatt, Senior Policy Advisor Ministry of Community and Social Services.

[C] **IN HUMAN SERVICES**

- Mel Finlay, Executive Director, Childrenɛs Aid Society of Metropolitan Toronto.
- Elspeth Heyworth, Executive Director, Dixon Hall.
- Dr. Grenville Da Costa, Psychiatrist, Clarke Institute of Psychiatry.

APPENDIX B

[D] **IN LABOUR**

- Don Stockdale, Executive Director Labour-Community Services, Labour Council of Metropolitan Toronto.
- Brenda Wall, Labour Education, Consultant, Centre for Labour Studies.

[E] **IN THE MEDIA**

- Ken Black, Public Relations Canadian Broadcasting Corporation
- George Garlock, Broadcasting Consultant (MTV).

[F] **IN RELIGIOUS COMMUNITIES**

- Doreen Cullen, Executive Director Catholic Charities of the Archdiocese of Toronto.
- Rabbi James Prosnit,Holy Blossom Temple.
- Sylvia Hamilton, Eglinton United Church.

12:00 NOON **LUNCHEON AND ADDRESS**

Ian Shugart; Senior Policy Advisor to the Minister of National Health and Welfare.

2:00 p.m. **PLENARY SESSION**

- "Strategies for Community Action for the Family"

Moderator: Charlotte Maher, Executive Director, Community Care Services
with Bill Bayes, President, Learning Enrichment Foundation
Rev.John Burke,Executive Director, Downtown Churchworkers Association

2:45 p.m. **WORKING SESSIONS**

"to define recommendations in legislation, policy and programs in the six sectors"

4:00 p.m. **PLENARY SESSION**

"to draft the Action Plan for improving life for families in Metropolitan Toronto"

Moderator: Margaret Weiers, Editorial Board of Toronto Star

focpro/ml
04/06/85

Social Planning Council
of Metropolitan Toronto

Appendix C

FAMILY LIFE INITIATIVES PROJECT

CO-CHAIR: Robert Couchman
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Lesley Hunnisett 967-5227
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Jewish Family and Child Services
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Jean Green 422-2026
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Henry I McErlean 652-1033/789-7925
COSTI-IIAS Immigran Aid Services
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Toronto, Ont. M6E 1E6

Veronica Payne 925-6641
Catholic Children's Aid Society
of Metropolitan Toronto
26 Maitland St.
Toronto, M4Y 1C6

Debbie Smith 964-9087
Native Canadian Centre of Toronto
16 Spadina Rd.
Toronto, Ont. M5R 2S8

John Pepin 922-9556
Family Day Care Services
380 Sherbourne St.
Toronto, Ont. M4X 1K2

John S.T. Ragan 288-1615
Indian Immigrant Aid Services
1814A Eglinton Ave. E. Ste. 207
Scarborough, Ont. M1L 2L1

Terry Lee
Huntly Youth Services
34 Huntley St.
Toronto, Ont. M4Y 2L1

THE LEARNING ENRICHMENT FOUNDATION

EUNICE GRAYSON, ADMINISTRATOR.

1100 Briar Hill Avenue
Toronto, Ontario
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783-3610

ADMINISTRATOR'S REPORT

APRIL 22/85

A. CHILD CARE PROGRAMS:

Day Care Centres

1) J.R. Wilcox
2) F.H. Miller (It's a Child's World)
3) Fairbank Memorial
4) Keelesdale
5) George Syme
6) Humewood

Joan Thomas, our child care co-ordinator, is making inquiries into the possibility of an infant day care centre. There is also a possibility that a new centre may be established at Briar Hill Junior Public School.

E.S.L. Nurseries

1) Fairbank Memorial (20 hours per week)
2) Briar Hill (20 hours per week)
3) Dennis Avenue (4 hours per week)
4) Fairbank Memorial (4 hours per week)
5) C.E. Webster (4 hours per week)
6) Bala Avenue (4 hours per week)

Nursery Programs

1) Mother Goose, D.B. Hood Community School
2) Cedarvale Playschool

Cherrywood Enrichment Project

B. EMPLOYMENT TRAINING PROGRAMS:

1) Construction/Renovations/Maintenance Training Program operated under the National Training Program, is preparing 20 disadvantaged young people for jobs in the construction industry. This is taking place at 81 Industry Street where they also receive academic upgrading. They will be placed in the private sector for 2 weeks in May as part of their training which will be finished in September.

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2) Day Care Workers Training Program

This group of trainees will be finished in June. They are all in placements now for 3 days per week, most of them in L.E.F. Day Care Centres.

3) Home Helpers Training Program

All of the trainees are in placements for 3 days per week in one or more of the following situations:

1) Meals on Wheels
2) Doctors' Hospital
3) Stephenson House
4) 81 Industry Street
5) JOY Employment Centre
6) St. Hilda's Towers
7) Private placements

Their training finishes in June.

4) Bus Driver Training Program

Twelve students are enrolled in this course which operates six hours per day. The instructor/driver is Charles O'Reilly who also drives the bus for us when we have rentals. A service for seniors is being established, paid for by West Side Mall, serving people from local senior citizens' residences on Wednesday to take them shopping.

5) Seniors' Maintenance Training Program

Ten young people under Canada Works and five under Youth Works are being trained in maintenance techniques. They have been painting and fixing up at York Memorial Presbyterian Church since March 18 and are just now beginning to do work for seniors in the area. They can do minor repairs, gardening, painting, etc. under supervision.

6) Courier Service Training has not yet been funded.

7) Summer Food Services Training and Multicultural Theatre applications have not as yet been approved.

C. EMPLOYMENT SERVICES:

1) A+ Temporary Services continues to serve the Adult Day School and L.E.F. programs placing people in employment situations. The Career Access funding was not renewed after April 1 due to changes in policy in Ottawa.

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2) JOY Employment Centre (Job Opportunities for Youth)

Counselling and placements are progressing at an impressive pace. The Ministry of Community & Social Services has contracted with JOY to place children of their clients in summer jobs. This has added at least $6,000 to the budget allowing us to hire our half-time worker full time. Our total workforce at JOY is now five plus a teacher from the Board of Education, and a part-time child care worker.

D. ARTS PROGRAMS:

1) Artist in Residence
2) Arts Festival 1985

E. ENTREPRENEURIAL TRAINING CENTRE:

One entrepreneur is established and others will be approved shortly. One course is operating; another will be established shortly serving prospective entrepreneurs. Ministry of Industry & Trade funding is pending.

81 Industry Street has been re-zoned and the official plan amended. Our building permit to put in 14 units on the second floor has been submitted to 2700 Eglinton for approval.

Procedures and regulations such as security arrangements, maintenance, cost of renovations per unit, and services to entrepreneurs, are being established by our E.T.C. Advisory Committee.

/jf